

The term 'Liberal Party' had been used by Prime Minister John Russell early on, but the identity of the party started from a coalition of Whigs and Radicals promoting free trade and reform. The Liberal Party in the beginning had a large traditional Whig element within it: however, through the leadership of William Gladstone, politicians with old Whig aristocratic tendencies diminished. The coalition drew along similar lines compared to the previous Whig party, favouring reform, personal liberty, and the reduction in the role of the monarchy and church.